



## OVERVIEW

This engaging one-day workshop is designed to give senior level teams the mindset, skills and tools to embrace and execute their role to drive strategy.

By the end of this workshop participants will be able to:

- List the six strategic thinking skills and their relevance to their role
- Gain a broad understanding of how organizations are structured
- Describe the key financial metrics within their organization and their role in affecting the metrics
- Define the three Value Disciplines that companies consider when pursuing market leadership and the implications for their organization
- Analyze various strategic persuasion channels and how to leverage them when dealing with key stakeholders
- Identify the four intrinsic motivation drivers and how leaders can impact them
- Craft a meaningful “why” statement to engage their department in executing on the strategy

## PROGRAM FLOW: KEY CONTENT AREAS

### Welcome

- Introduction, learning objectives

### Strategic Thinking

- Strategic thinking assessment
- Six strategic thinking skills
- Reframing
- Causation and correlation
- Stakeholder strategy
- Strategic thinking activity – individual application
- Strategic disciplines

### Paths to Market Leadership

- Operational excellence
- Customer intimacy
- Product leadership
- Three focusing disciplines
- Value disciplines activity

### The Numbers

- Knowing our business
- Knowing our perspectives
- Knowing our numbers

### Strategic Persuasion

- Influence
- Case study
- Six influence channels

### Motivation and Engagement

- Law of the hog
- Intrinsic and extrinsic motivation
- Four intrinsic drivers

### The How, What and Why

- Making work meaningful
- Why/How/What Statement activity
- Enacting a vision
- Recommendations

### Workshop Close